

IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please CANCEL claims 2, 3, 4, 8, 9 and 10, AMEND claims 1,5-7 and 12, and ADD new claim 13 in accordance with the following:

1. (CURRENTLY AMENDED) A sales transaction support method for supporting a sale of a commodity, comprising:

~~a commodity presenting step for presenting said commodity;~~

~~a try-on simulation step for providing a try-on simulation image of an object virtually wearing said commodity by using commodity image information of an image of said commodity presented by said commodity presenting process and object image information of an image of said object; and~~

~~a transaction step for executing a transaction process for said commodity, where the transaction process includes making a try-on reservation for trying on said commodity at a store selling the commodity, and~~

wherein customer information including at least one of data related to height, weight, body type and favorite fashion of a user is registered, and said object image information is generated based on said customer information and said commodity is presented based on said customer information registered.

2-4 (CANCELLED)

5. (CURRENTLY AMENDED) A sales transaction support method according to claim 1, wherein said presentation of said commodity ~~by said commodity presenting step~~, said ~~provision providing~~ of said try-on simulation image ~~by said try-on simulation step~~, and said execution of the transaction process ~~by said transaction step~~ are performed via a telecommunication network.

6. (CURRENTLY AMENDED) A sales transaction support method according to

claim 21, wherein said try-on reservation step issues a try-on reservation card having thereon an identification number for identifying said try-on reservation; when said try-on reservation for trying on said commodity is made.

7. (CURRENTLY AMENDED) A sales transaction support apparatus for supporting a sale of a commodity, comprising:

commodity-presenting process means for presenting said commodity;

try-on simulation process means for providing a try-on simulation image of an object virtually wearing said commodity by using commodity image information of an image of said commodity presented by said commodity-presenting process means and object image information of an image of said object; and

transaction process means for executing a transaction process for said commodity, where said transaction process means makes a try-on reservation for trying on said commodity at a store selling said commodity, and

wherein a customer information process means is provided for registering customer information including at least one of data related to height, weight, body type and favorite fashion of a user and said object image information is generated based on said customer information, and said commodity-presenting process means presents said commodity selected based on said customer information registered by said customer information processing means.

8-10 (CANCELLED)

11. (ORIGINAL) A sales transaction support apparatus according to claim 7, wherein said presentation of said commodity by said commodity-presenting process means, said provision of said try-on simulation image by said try-on simulation process means, and said transaction process by said transaction process means are performed via a telecommunication network.

12. (CURRENTLY AMENDED) A computer-readable recording medium storing a program for causing a computer to perform functions of:

presenting a commodity;

providing a try-on simulation image of an object virtually wearing said commodity by using commodity image information of an image of said commodity presented and object image

information of an image of said object; and

executing a transaction process for said commodity, where the transaction process includes making a try-on reservation for trying on said commodity at a store selling the commodity, and

wherein customer information including at least one of data related to height, weight, body type and favorite fashion of a user is registered, and said object image information is generated based on said customer information and said commodity is presented based on said customer information registered.

13. (NEW) A sales transaction support method for supporting a sale of a commodity, comprising:

pre-selecting the commodity based on stored commodity presentation information indicative of recommended sales transaction in relation to a user;

providing a simulation image of an object virtually wearing the commodity using commodity image information of an image of the commodity presented and object image information of an image of the object; and

executing the sales transaction related to the user including making a reservation for physically trying on the commodity at a store selling the commodity.